

SHOWTIME®

+

agony

INTERN TEAM C





WHAT YOU ASKED OF US

Create a digital campaign that inspires
20–25 year olds to start a SHOWTIME free
trial and subscribe to our streaming
service

Developed a plan to establish and reinvigorate SHOWTIME's relationship with millennials through digital OOH and social media experiences that drive awareness for SHOWTIME's streaming service and highlights it's premium content



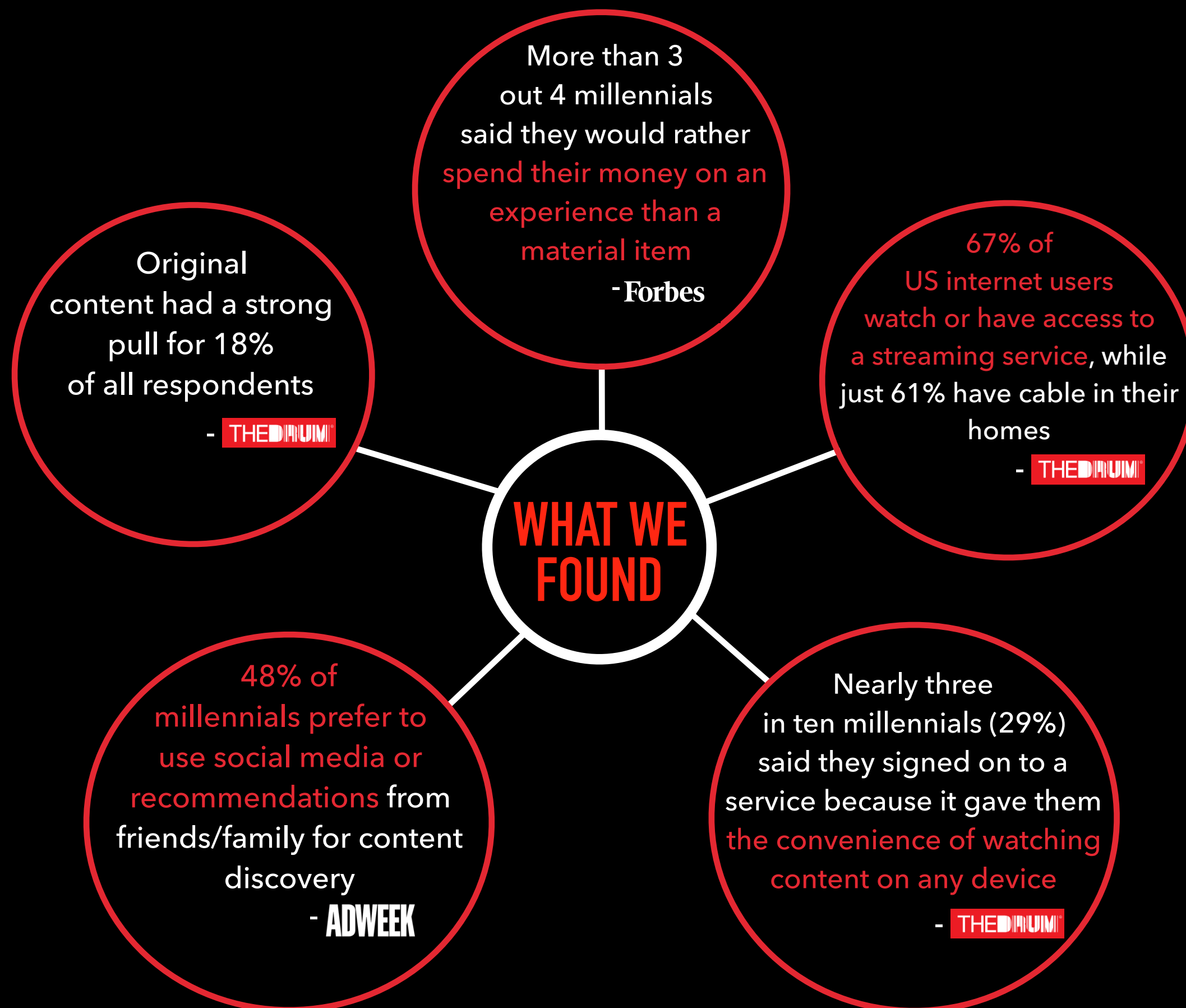
WHAT WE DID

RESEARCH SUMMARY



SECONDARY RESEARCH

ARTICLES & FINDINGS



MILLENNIALS...



...want the ability to view streaming services on **multiple devices**

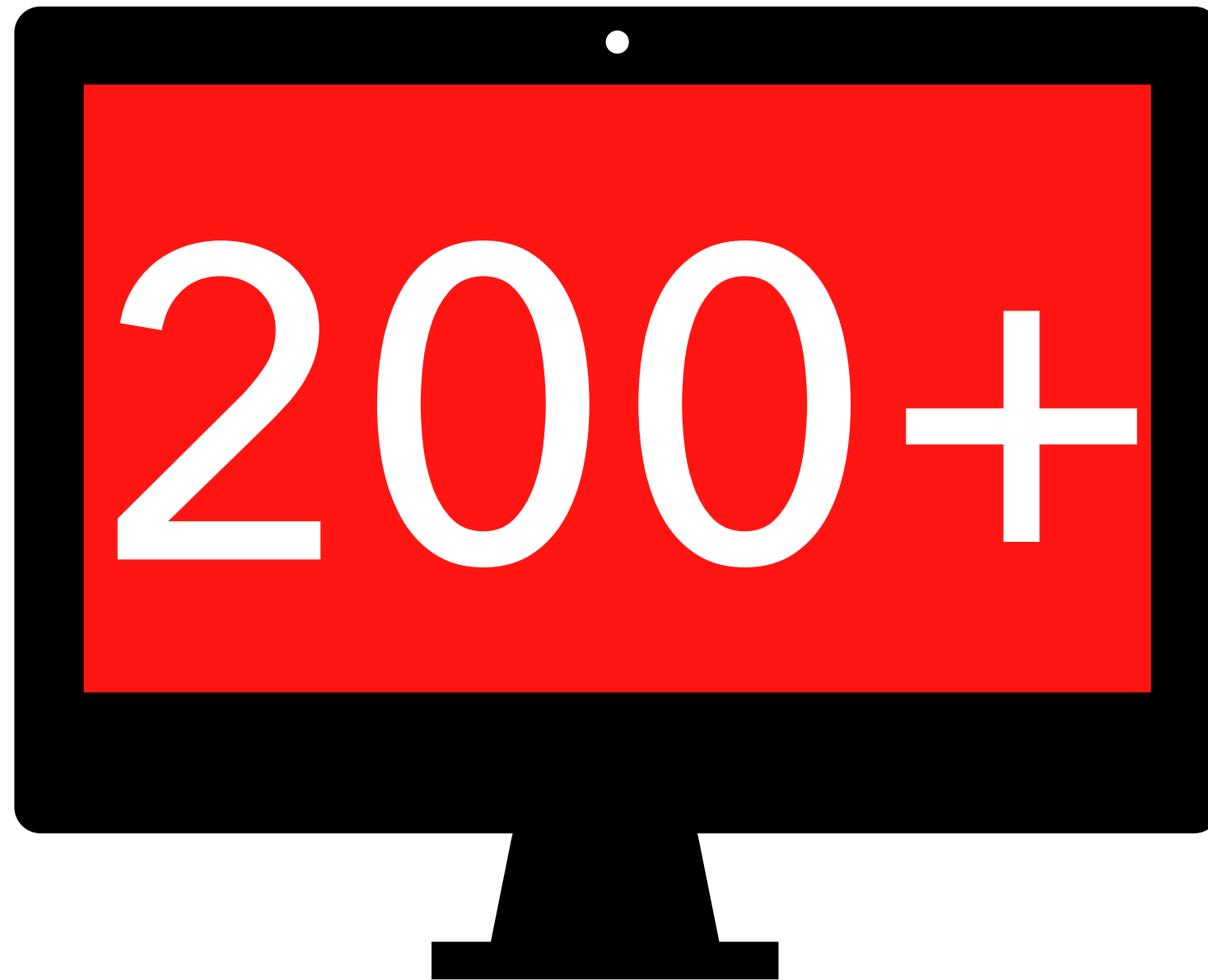


...value the **ability to choose what they want** instead of paying for channels they will never use

PRIMARY RESEARCH

SURVEY & INTERVIEWS

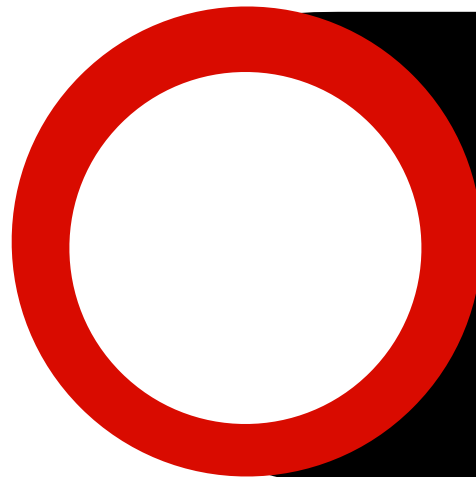
PRIMARY



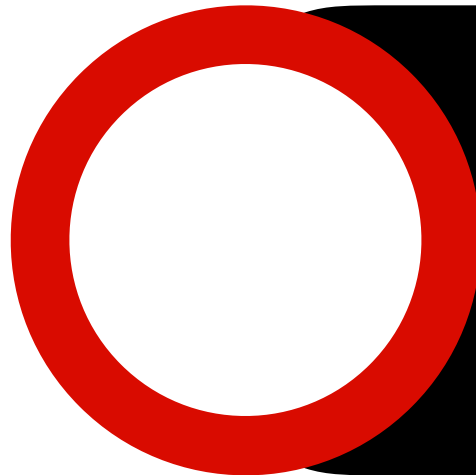
Survey Responses



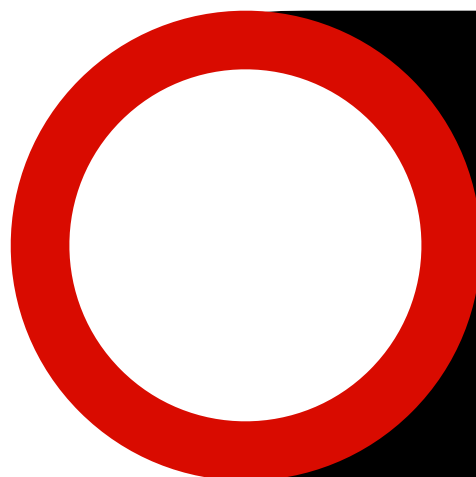
SURVEY SAYS...



...people widely trust and rely on recommendations from family and friends for TV Shows.



...watching TV is still widely a solitary activity



..millennials are easily scared off by high price tags & have been burned in the past

13

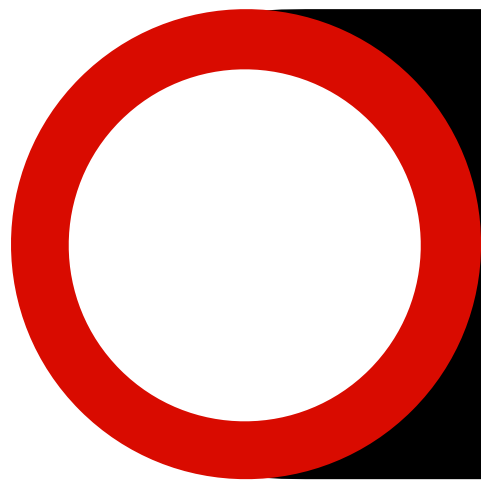
Interviews

What words come to mind when I say, "Streaming Services"?

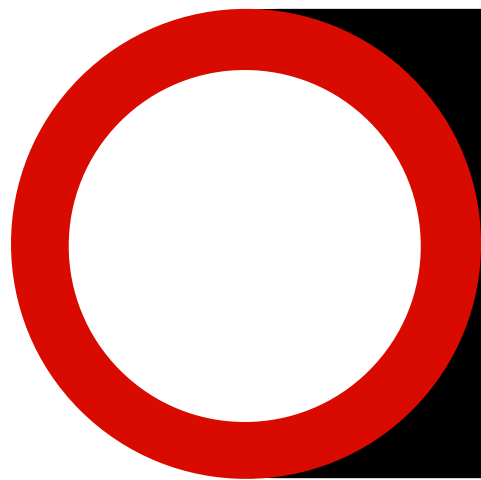
NETFLIX



MILLIENNIALS WANT...



...original content



...strong characters

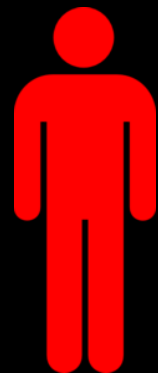


...the next big thing

KEY INSIGHTS

KEY INSIGHT #1

**Due to the rise in social media,
millennials crave experiences.**





75%

23%



DEXTERTM

81%

12%

KEY INSIGHT #2

**Millennials see Showtime content
as culturally relevant,
they just don't know it.**

KEY INSIGHT #3

**Millennials are increasingly busy
and wary of both time and
monetary commitments.**



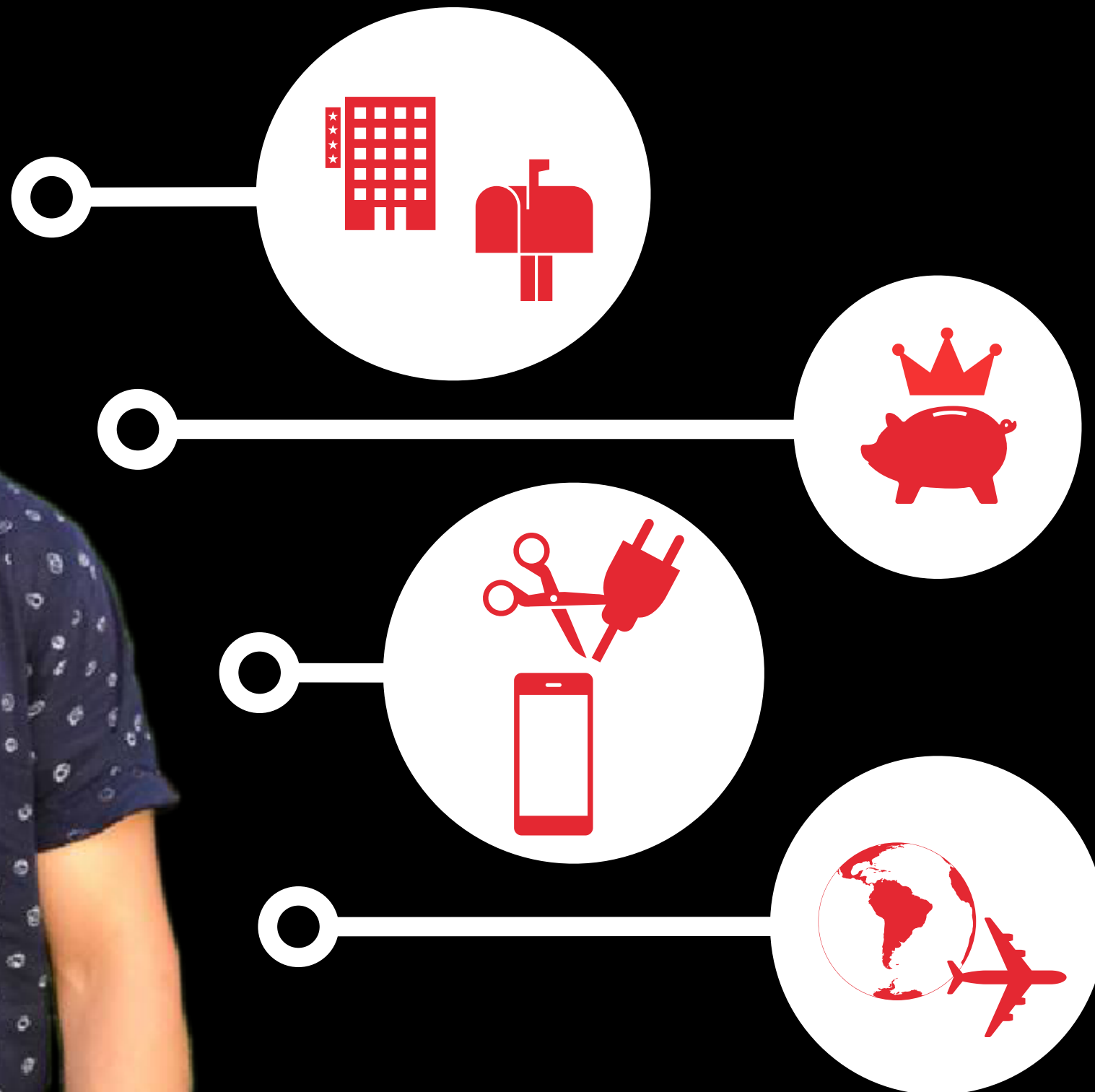
ALEXA, THE TRENDY TV WATCHER

"I always watch shows that all my friends are watching so we can discuss what's going on. It makes it more fun when you have someone to discuss content with."



JACOB, BALLIN' ON A BUDGET

"I only spend money on things that are worth it."



SLICE OF LIFE

a realistic representation of everyday **experience** in a movie, play, or book.

ADULTING

SHOWTIME + *Originals*

Me Time

SHOWTIME®

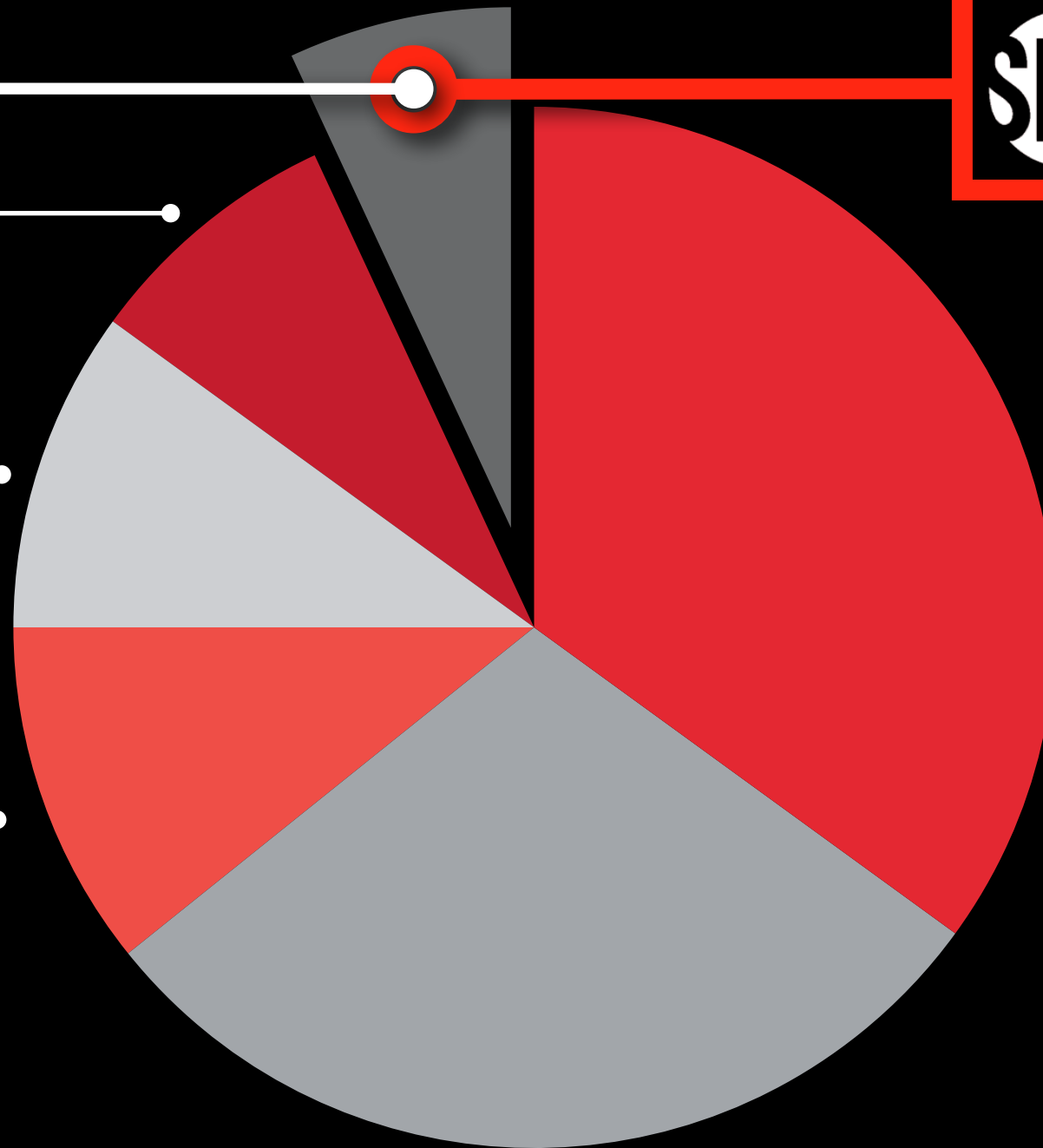
Sleeping

Stress over
school/
work

Moving
out

Working

Paying bills



CUSTOMER JOURNEY OVERVIEW

Emotions

Channels

Awareness

Consideration

Sign-Up

Conversion/ Retention

Wow! I didn't know
Shameless is a
Showtime show

Showtime has a quality
selection

Showtime has a
streaming service

BUZZFEED
FACEBOOK
INSTAGRAM
TINDER

What a funny show!

This is definitely the next
series I want to start

I want to continue
exploring their content

LANDING PAGE
EMAIL

I like this premium
content

Ooh these other shows
look great too!

I'm glad i did this
experience

FREE TRIAL

I'm sold! Showtime is my
new favorite streaming
service!

Hm...I can't afford the
full subscription but
hey! This pay per show
option is the perfect
fit for me!

EMAIL REMINDER
PAY PER SHOW

PHASE 1: AWARENESS

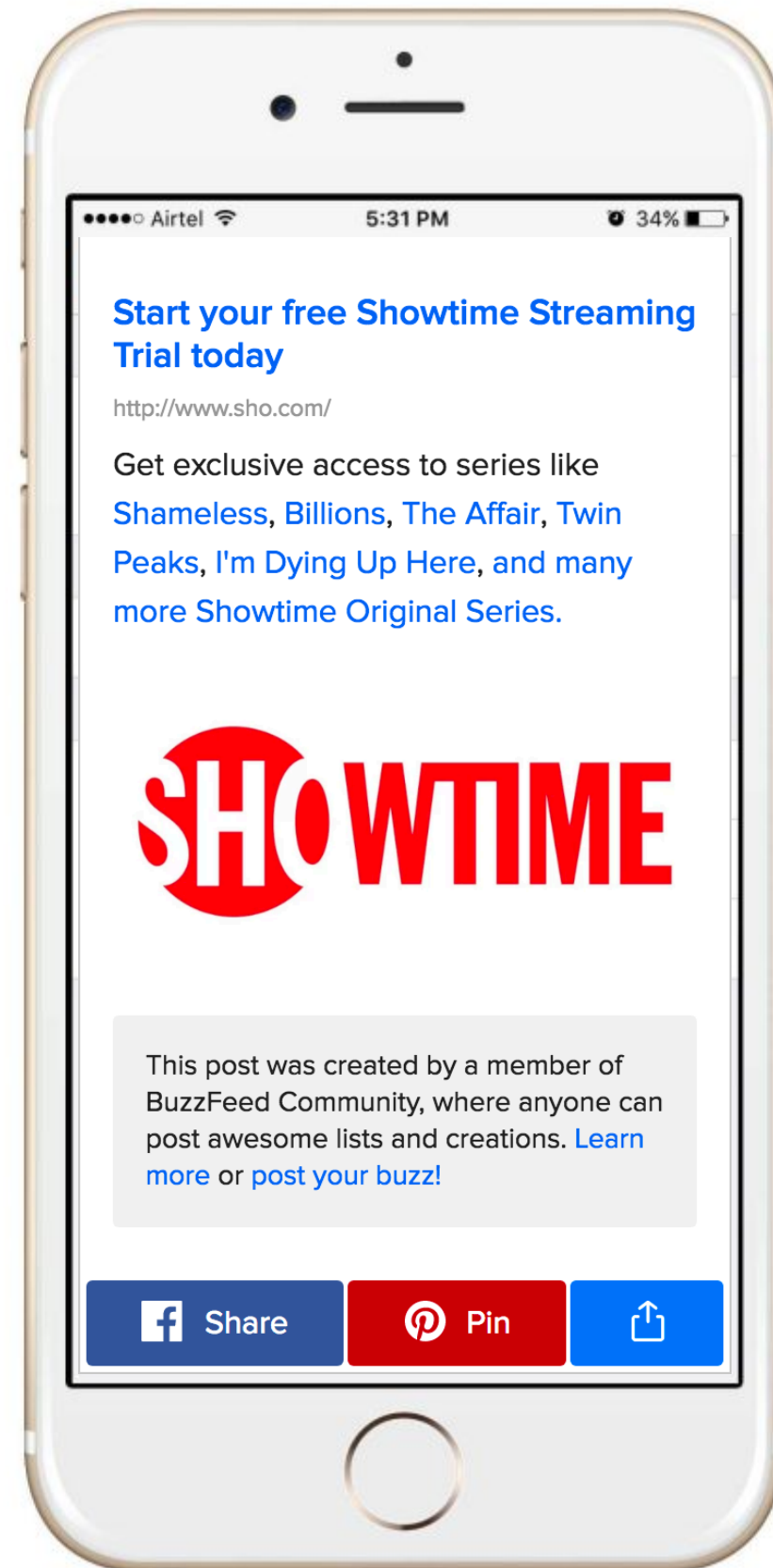
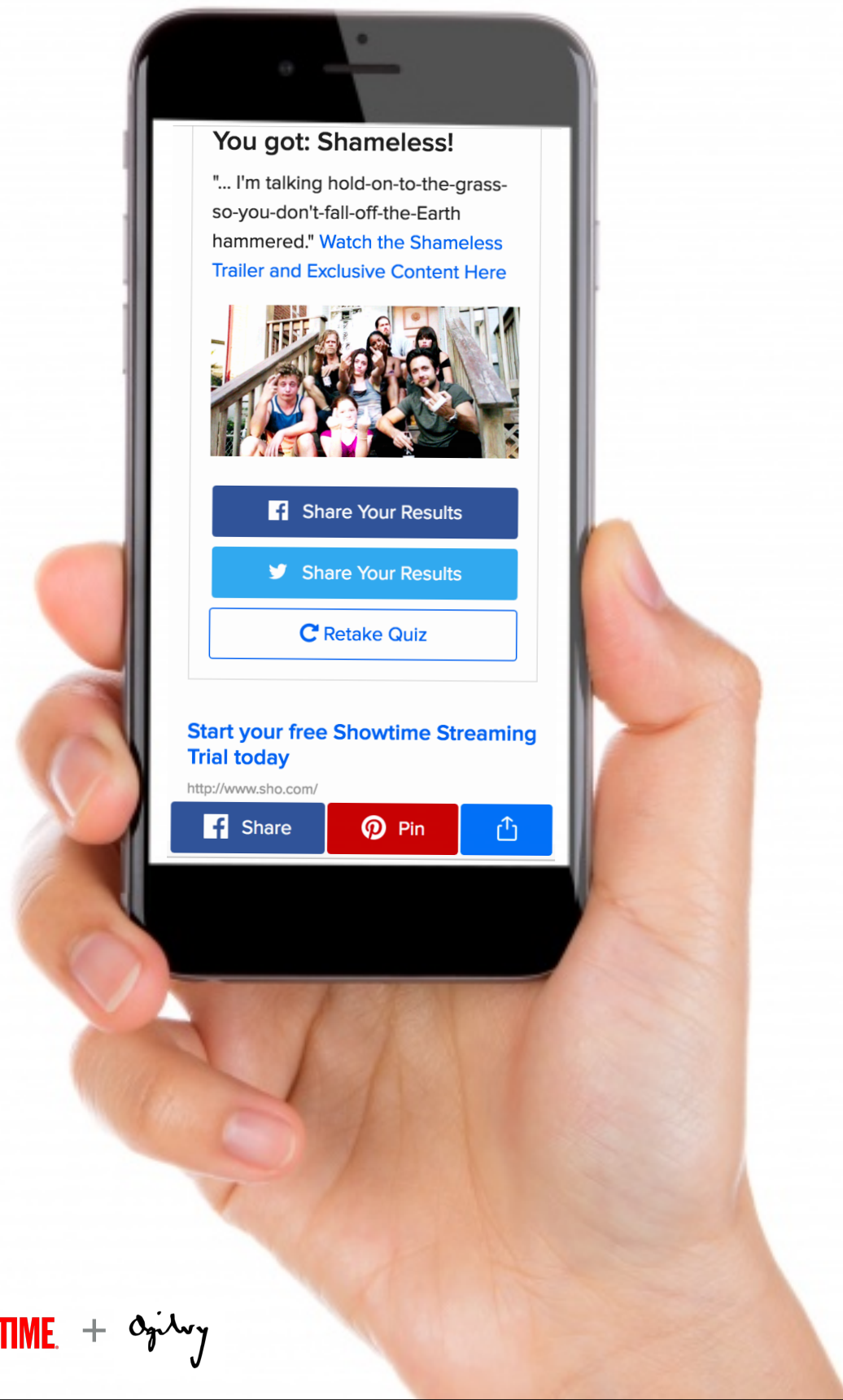
BuzzFeed

Take This Quiz And We'll Tell You What TV Series You're Secretly Craving

Take this quiz and we'll tell you what Showtime Original Series you should start!

Posted on October 28, 2016, at 1:21 p.m.







https://youtu.be/UEg_kRERzvo

VIDEO ELEMENTS



**Connect Shameless
to Showtime**



**Incorporate the
Slice of Life theme**

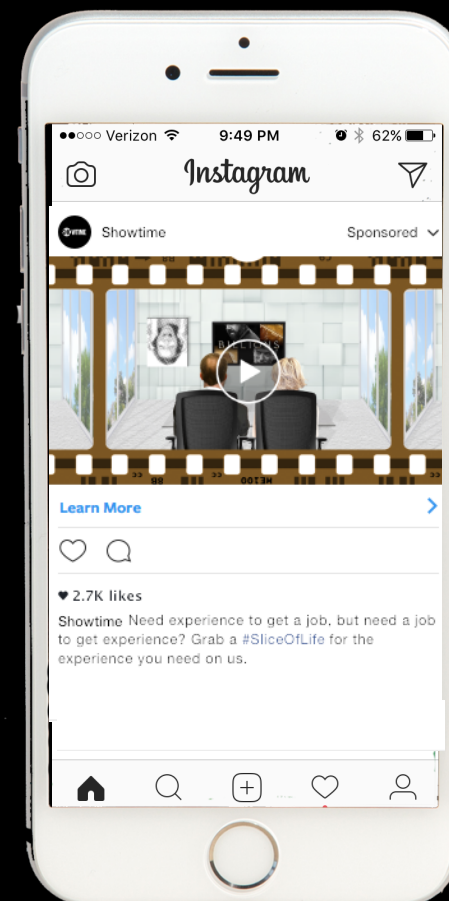
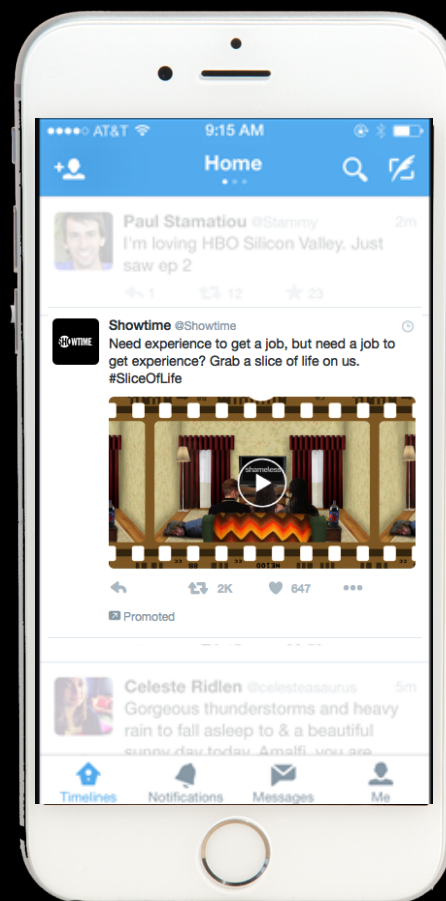
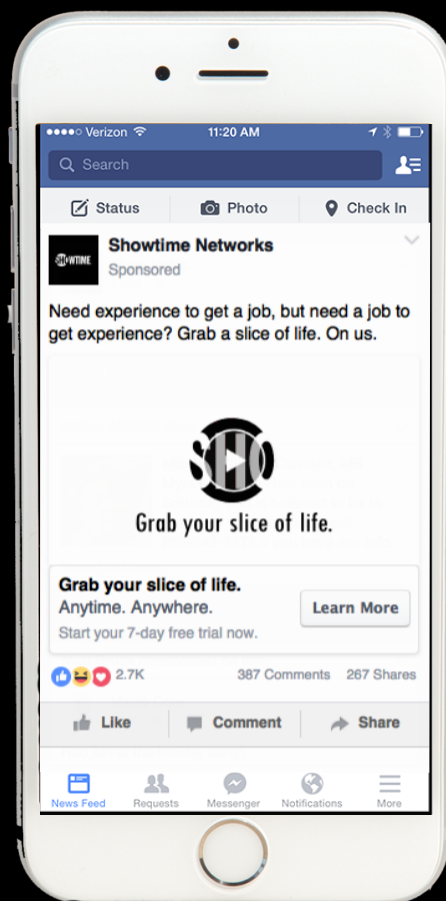


**Emphasize variety
of Streaming
Service**



**Highlight
Convenience**

SOCIAL VIDEO PROMOTION



OOH EXPERIENCE ATLANTA & LA



PHASE 2: CONSIDERATION

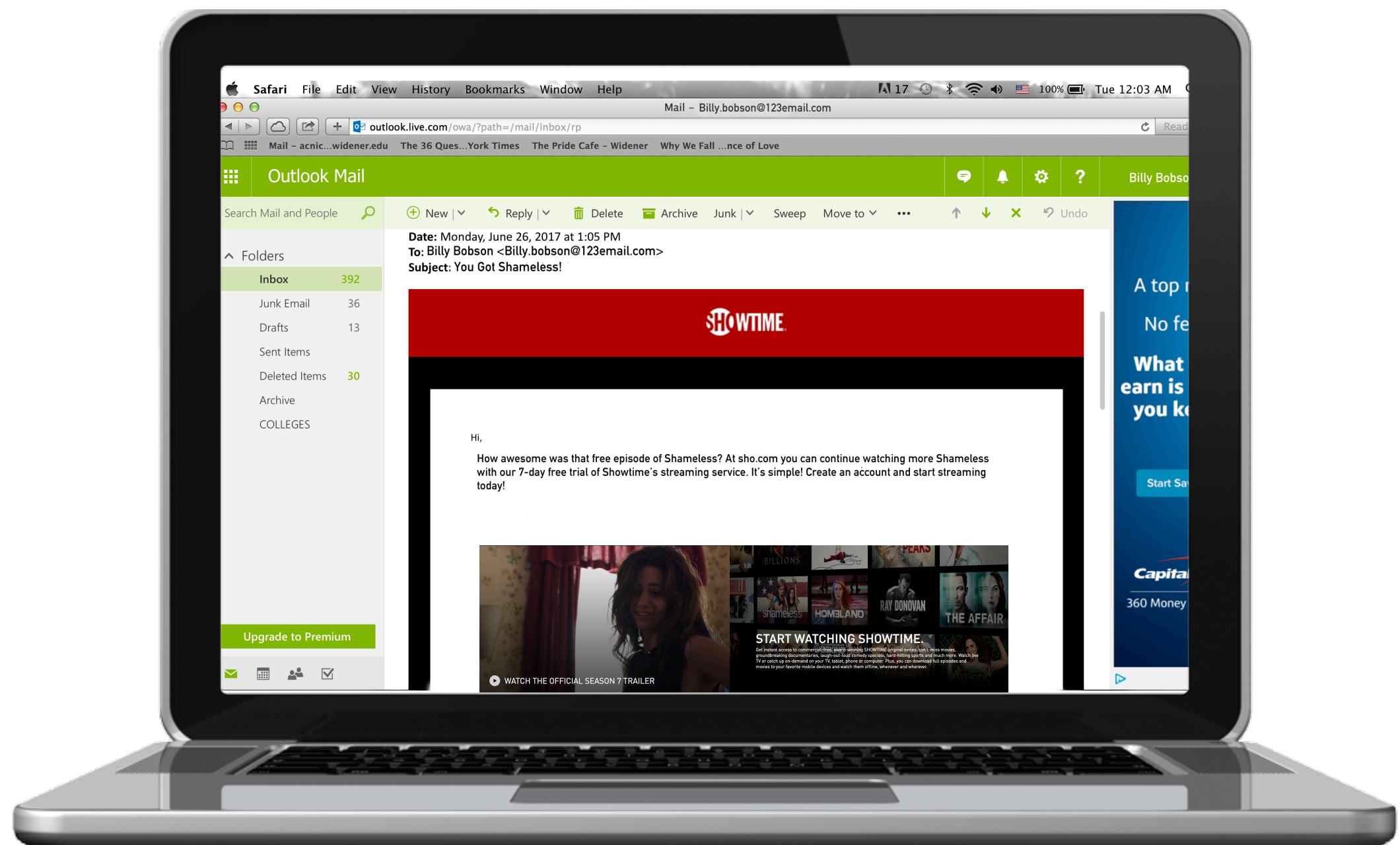
OOH EXPERIENCE



OOH EMAIL

Hi,

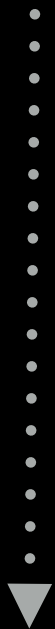
How awesome was that free episode of Shameless? At sho.com you can continue watching more Shameless with our 7-day free trial of Showtime's streaming service. It's simple! Create an account and start streaming today!



PHASE 3: SIGN-UP

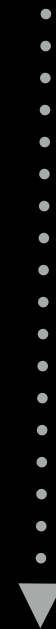
Landing Page Sign-Up

BuzzFeed



shameless
BILLIONS
THE AFFAIR
TWIN PEAKS

Slice of Life.



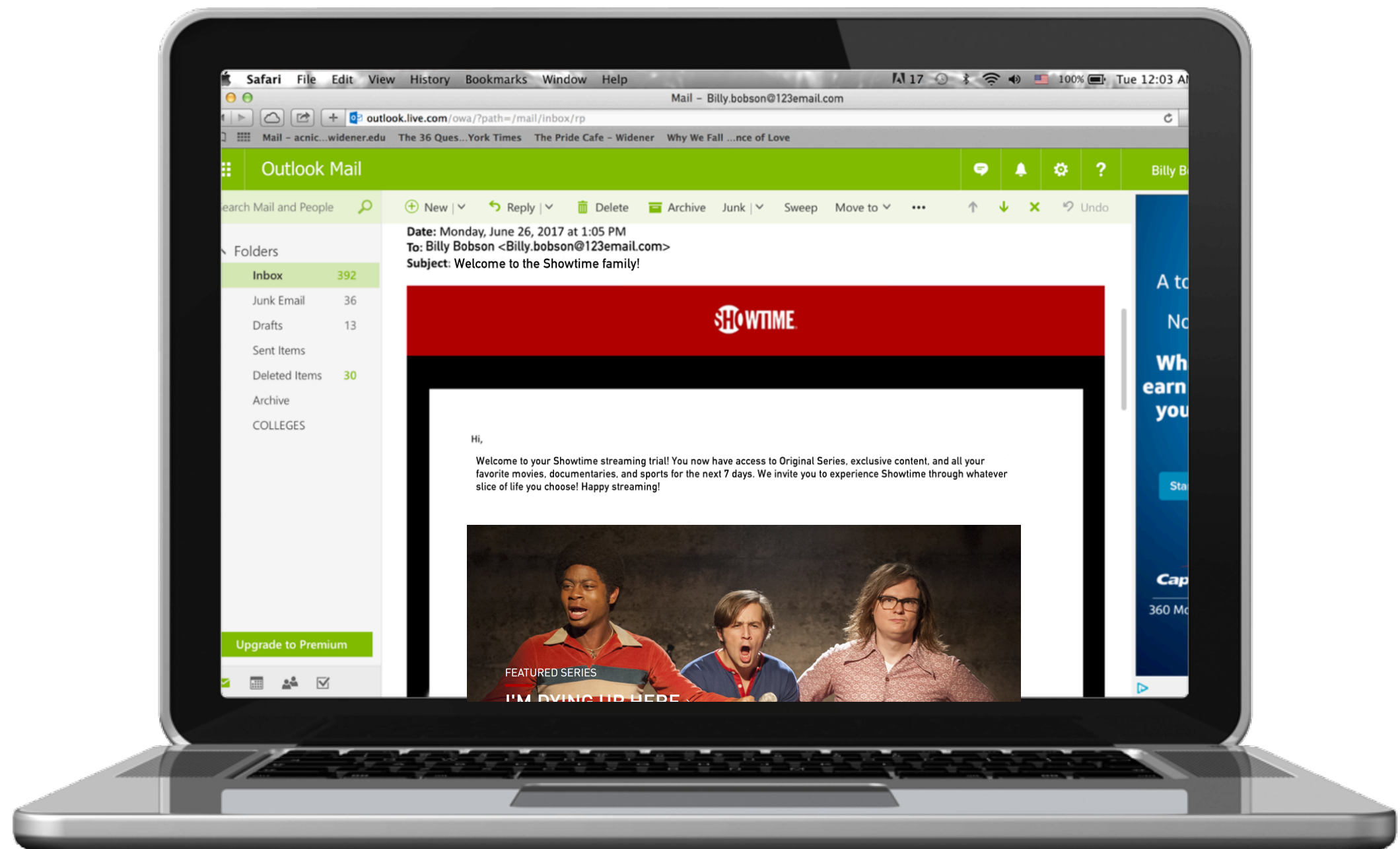
SHOWTIME

PHASE 4: CONVERSION/RETENTION

WELCOME EMAIL

Hi,

Welcome to your Showtime streaming trial! You now have access to Original Series, exclusive content, and all your favorite movies, documentaries, and sports for the next 7 days. We invite you to experience Showtime through whatever slice of life you choose! Happy streaming!



FREE TRIAL

Date: Monday, June 26, 2017 at 1:05 PM

To: Billy Bobson <Billy.bobson@123email.com>

Subject: Your Showtime Streaming Trial Is Almost Up!



Hi,

Your free trial is almost over, but no worries! You don't have to say goodbye to Frank, Fiona, and the rest of the Shameless gang!

Wanna see what else is out there? We've got you covered. Your free trial will roll over to a full subscription with complete access to all our Original Series, movies, and exclusive content for only \$10.99 a month.

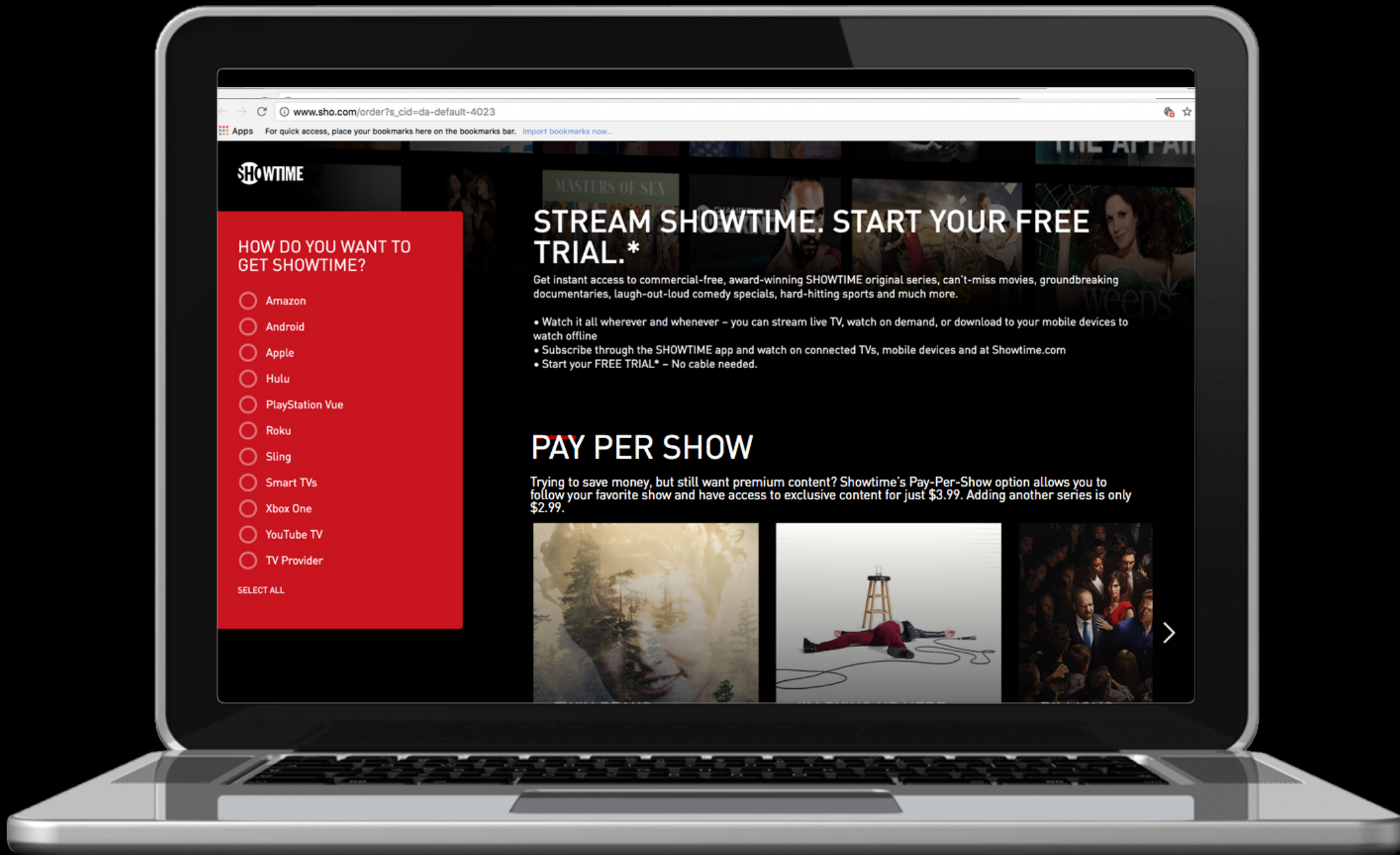
Still want more time to explore your options? Consider our pay-per-show option. For just \$3.99 a show with \$1.99 show add ons. You can continue your Showtime obsessions.

Since you like Shameless, we have put together some recommendations for you.



PAY PER SHOW

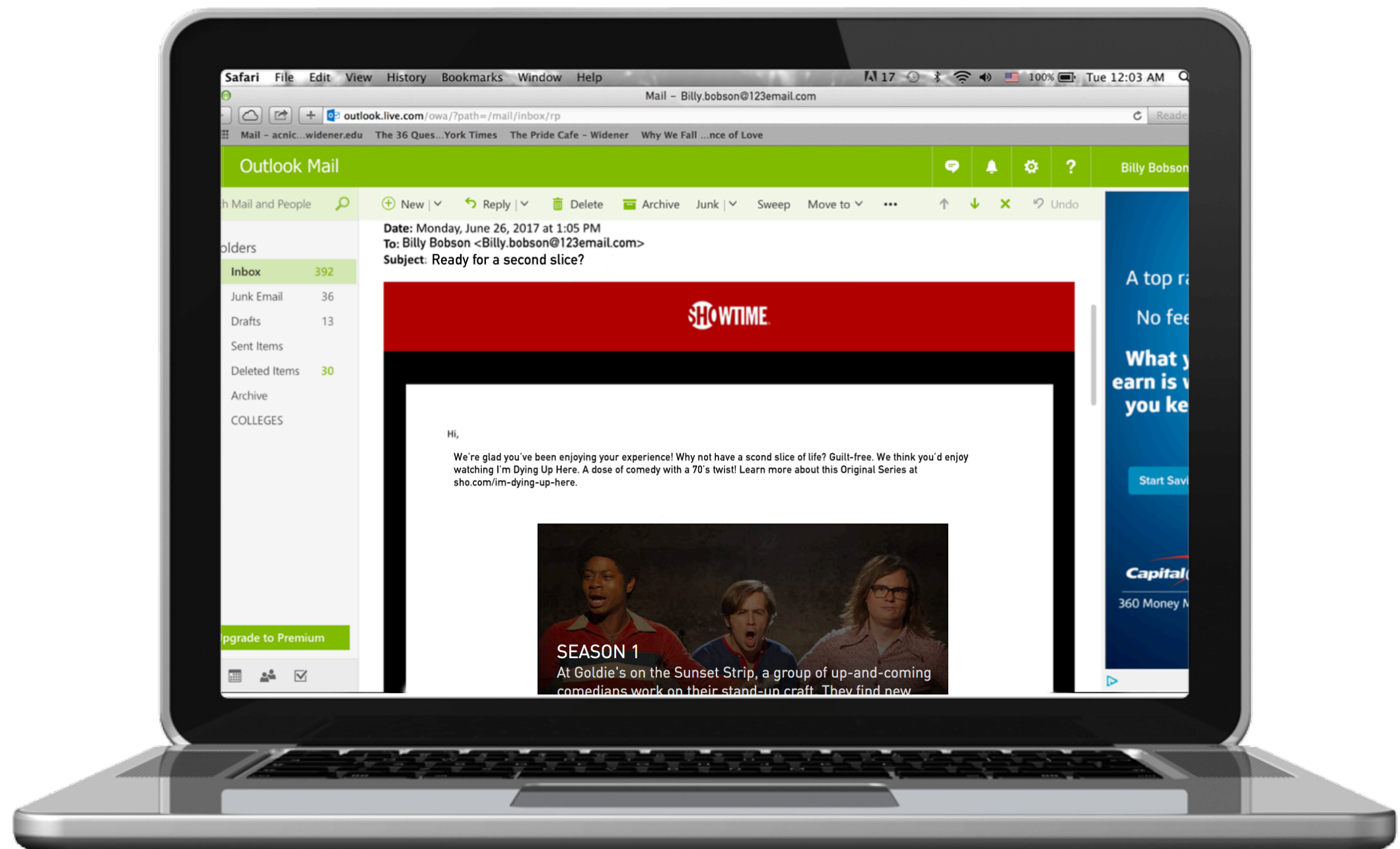
Trying to save money, but still want premium content? Showtime's Pay-Per-Show option allows you to follow your favorite show and have access to exclusive content for just \$3.99. Adding another series is only \$1.99.



EXPERIENCE MORE

Hi,

We're glad you've been enjoying your experience! Why not have a second slice of life? Guilt-free. We think you'd enjoy watching I'm Dying Up Here. A dose of comedy with a 70's twist! Learn more about this Original Series at sho.com/im-dying-up-here.



THE UPGRADE

Date: Monday, June 26, 2017 at 1:05 PM

To: Billy Bobson <Billy.bobson@123email.com>

Subject: You're So Close!



Hi,

We noticed you're watching Shameless, I'm Dying Up Here, The Affair, and Billions. For only \$1 more* you can have unlimited access to:

- Showtime Original Series
- Exclusive content
- All your favorite movies, documentaries, and sports

Upgrade your access package here!

EVERY SERIES. ENTIRE SEASONS.

Enjoy past episodes, never miss new ones! Watch the hottest shows when they first premiere like Billions, Homeland, Shameless, Ray Donovan and The Affair and discover all-time, epic hits like Twin Peaks, Dexter® and Weeds.

ALEXA, THE TRENDY TV WATCHER

Alexa is scrolling through her social media apps when she comes across the BuzzFeed quiz and **clicks to learn more from her result**

After browsing the website, Alexa recognizes shows she has heard her friends talk about & decides to **start a free trial**



CONSIDERATION



CONVERSION/RETENTION

AWARENESS



SIGN-UP



Alexa is redirected to the **series-specific landing page**

At the end of her free trial, Alexa has gotten hooked on a bunch of shows and **chooses to sign up for the full subscription**



JACOB, BALLIN' ON A BUDGET

Jacob is going on a trip, sees the Showtime experience signs and decides to **participate in the OOH airport experience**

After browsing the website, Jacob is interested in Showtime's content & decides to **start a free trial**



CONSIDERATION



CONVERSION/RETENTION

AWARENESS



SIGN-UP



When Jacob finally has some down time during his trip, he checks his email & finds a **message from Showtime about the episode he watched and clicks through to learn more**

At the end of his free trial, Jacob is unsure if he is ready to spend money on a full subscription so he **chooses to go ahead with the pay-per-show option**



BUDGET

Executions	Production Budget	Media Budget	Total Budget
BuzzFeed Quiz	\$0	\$100,000	\$100,000
Airport OOH	\$90,000	\$25,000	\$115,000
Video Campaign	\$100,000	\$150,000	\$250,000
Direct Email	\$35,000	\$0	\$35,000
Total	\$225,000	\$275,000	\$500,000

THANK YOU!!!

Team C

